

2003 DRAFTING REQUEST

Assembly Joint Resolution

Received: **10/28/2003**

Received By: **pdykman**

Wanted: **Soon**

Identical to LRB:

For: **John Gard (608) 266-3387**

By/Representing: **Schoenfeldt, Jeff**

This file may be shown to any legislator: **NO**

Drafter: **pdykman**

May Contact:

Addl. Drafters:

Subject: **Memorials - miscellaneous**

Extra Copies:

Submit via email: **YES**

Requester's email: **Rep.Gard@legis.state.wi.us**

Carbon copy (CC:) to:

Pre Topic:

No specific pre topic given

Topic:

The 100th Anniversary of the Miller High Life brand.

Instructions:

See Attached

Drafting History:

<u>Vers.</u>	<u>Drafted</u>	<u>Reviewed</u>	<u>Typed</u>	<u>Proofed</u>	<u>Submitted</u>	<u>Jacketed</u>	<u>Required</u>
/?							
/1	pdykman 10/28/2003	jdyer 10/28/2003	pgreensl 10/28/2003	_____	lemery 10/28/2003	lemery 10/29/2003	
		jdyer 10/28/2003		_____			

FE Sent For:

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*For
Assembly
per
PJD*

10/28/2003 03:42:09 PM

Page 2

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1/?	pdykman	1 10/28 jld	10/28 P8	10/28 10/28 P8/15			

FE Sent For:

<END>



JLD

2003 ASSEMBLY JOINT RESOLUTION

Wef

1 **Relating to:** the 100th[✓] Anniversary of the Miller High Life brand.

2 Whereas, 2003 represents the 100th year of existence for the Miller High Life
3 brand; and

4 Whereas, the name "Miller High Life" was selected in the year^g 1903 for a new
5 premium beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and

6 Whereas, Miller High Life was first christened "The Champagne of Bottle^d Beer"
7 in 1906^g; the origins of a moniker that has endured for a century; and
↑ comma

8 Whereas, the nature of Miller High Life as a fundamental element of the Miller
9 Brewing Company is evidenced by the contribution of the brand's^{plain} name to the Miller
10 corporation, at that time known as the "Miller High Life Company," for a period in
11 the 1930's^g; and

12 Whereas, the production of Miller High Life, nearly in its entirety, was shipped
13 overseas to men serving in the United States ~~Armed~~ Forces during World War II; and

14 Whereas, Miller High Life represents the keystone of the characteristic "Miller
15 Time" slogan beginning in 1971; and[✓]

